

SYSTEM AND METHOD FOR TRANSMITTING PROGRAM DATA
INCLUDING IMMERSIVE CONTENT

Robert W. Nevins, Jr.

ABSTRACT

A system and method for transmitting program data including immersive content is provided. A generated immersive video stream is first choreographed. Then, based on this choreography, the relevant macroblocks of the immersive video stream can be identified and compressed. At this point, the compressed macroblocks of the immersive video stream are ready for transmission to a distribution system. In one embodiment, a plurality of immersive video streams can be choreographed and compressed. These compressed immersive video streams can be multiplexed for transmission and subsequently de-multiplexed for display. Before display, the relevant macroblocks can be decompressed. In one embodiment, one or more terminals can display a plurality of previews associated with at least one program, and at least one preview can include immersive content. The plurality of previews can be individually or simultaneously activated.